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Health Solutions**

Do's and Don'ts: Making the Case for Integrated Care

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**“It’s obvious that integrated care is a
good idea – all I have to do is tell people
about it, right?”**

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Good ideas don't speak for themselves

- Different audiences have different agendas
 - Economic impact
 - Effect on local businesses
 - Managing their own organization's budget
 - Promoting a different aspect of health
 - Promoting an agenda unrelated to health
 - And more...

"It's not what you say, it's what people hear."

Poll: which case is most persuasive to you? Raising honeybees in your backyard ...

- Will help save a species that is being decimated by colony collapse.
- Promotes plant pollination and beautiful gardens in your neighborhood.
- Is an excellent source of delicious, homegrown, organic honey.

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Where do I start?




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5 “Knows”



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Know your audience: WHO

- Potential health system partners, such as:
 - FQHCs
 - Hospital systems
 - Accountable Care Organizations
- Other community partners, such as:
 - Schools, universities, and colleges?
 - Child welfare providers?
 - Law enforcement agencies?
- Policymakers at the local, county, state, or federal level

Poll: Who are you talking to about integrated health?

- FQHCs
- Hospital systems
- Accountable Care Organizations
- Schools, universities, and colleges
- Child welfare providers
- Law enforcement agencies
- Local, State, or Federal lawmakers

Know your audience: WHAT

- What do they care about?
- What are their goals? What do they want to accomplish?
- What does success look like to them?
- What procedural framework or internal processes are they operating under?
- What other constraints might they have?

Poll: what do they care about?

- Use the chat box to share your answers!

Know your audience: WHEN

- When will they be making decisions?
- When during the decision making process should you weigh in?

Know your ONE top goal

- Inclusion in an ACO network?
- Investment of county funds to support your work?
- Establishment of formal partnership with another health or social service entity?

“If you say three things, you say nothing.”

Define your goals



What is your ask for decisionmakers? Pick **one** solution!

- Are you seeking awareness?
- Action?
- Funding?

Who are your allies?

Your opponents?

What is your timeline?

Poll: What do you want to achieve?

Use the chat box to share your answers!

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Know yourself

- Outcomes data, costs, and value
- Wait times from intake to first appointment
- Staffing model
- Human impact
- Economic impact as an employer in the community
- And more...



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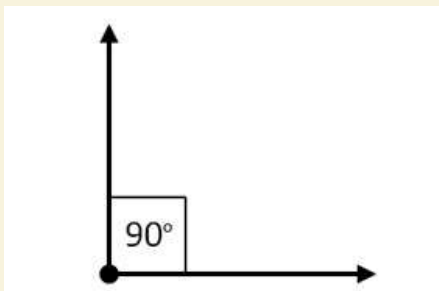
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Find the right angle...

- Frame your argument in terms that will resonate with your audience!
- Show how **YOU** can help **THEM**
- **Explain why YOU are the solution to their problem!**



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Get the 4-1-1 on your issue

- Are other groups working on this issue?
 - Consider partnering up!
- Is there pending legislation?
- Are there business, financial or political dynamics around this issue that could complicate your efforts?

Figure out the human element

- Why must your problem be solved?
- What impact is it having on the community?
- Can you quantify the impact?
- What **one story** can you tell as an example?
- How will your solution solve the problem?



Identify key decisionmakers

- State Medicaid Directors
- Hospital administrators
- Insurance network panels
- And the list goes on...
- Target efforts towards decisionmakers who can make or break your efforts

What makes a good “ask?”



- Specific
- Framed as a yes/no option
- Within the decisionmaker's realm of influence

Create your ask for a health system partner:

- Americans with MH/SU disorders have a substantially higher prevalence of **chronic health conditions** and higher **total healthcare expenditures**
- The triple aim of health reform cannot be accomplished without addressing the healthcare needs of individuals with MH/SUD – AND addressing the MH/SUD needs of all Americans.
- Our organization can provide the support you need:

Get creative



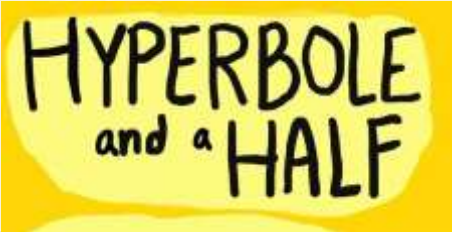
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of thinking
OUTSIDE THE BOX,
GET RID OF
THE BOX.**

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What to avoid

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And at every step of the way...

- Stop and listen
- Ask questions
- Say thank you
- And have fun!



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Questions?

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